

PITTSBURGH



Paint

PRODUCTS

CEMENTHIDE

PITTSBURGH
PLATE GLASS COMPANY
PAINT - VARNISH - LACQUER



E. J. White Paint & Glass Co.
123 St. Paul St.-Tel. 1652
Burlington, Vt.

The CEMENTHIDE *Waterproofing System*

THE use of cement, concrete and stucco has grown steadily and today these materials rank among the most important in all fields of construction. Stucco especially is being used in some areas almost to the exclusion of all other types of building materials. They are all economical and lasting if the surfaces are properly protected, but if left in their natural state they deteriorate to an alarming degree in a comparatively short time and costly repairs are required to restore them to proper condition. It is not unusual to see cracking, crumbling and other evidence of disintegration where these surfaces are not protected, as they are naturally porous and will absorb and trap moisture. Eventually the trapped moisture through alternate absorption and evaporation or freezing and thawing, causes erosion and seriously damages the structure.

In certain sections of the country, particularly where stucco construction is popular, it is often the practice to use coatings for decorative purposes only. While these coatings may serve for a time to improve the outward appearance, in most cases they lack the waterproofing and wearing properties to afford proper protection and in the end are not economical.

The Cementhide Waterproofing System was developed to beautify as well as to protect. It produces a rich, pleasing subdued gloss which will greatly improve the appearance of any structure on which it is used. Proper pigment selection and treatment of the oil used in the liquid results in a coating that will have remarkable wearing properties.

The Cementhide Waterproofing System consists of Cementhide Primer, white and eight beautiful colors. With the use of Pittsburgh Fluid Oil Colors for tinting, a large additional variety of colors may be quickly and easily created.

Because of the wide variation of surface textures encountered in this field of work, it is impossible to definitely establish exact spreading rates per gallon for estimating purposes. Cementhide Primer will cover from

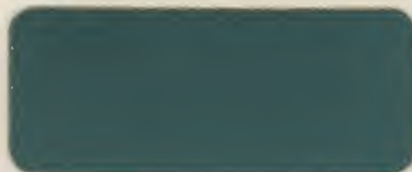
CEMENT



7-15
CORAL



7-16
PUEBLO BUFF



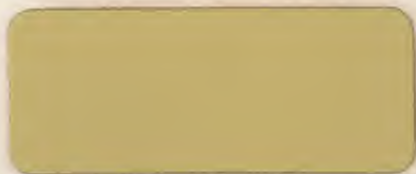
7-17
GULF BLUE



7-18
SAND

ALSO WHITE

THIDE



7-19

HAVANA CREAM



7-20

PATIO GREEN



7-21

ADOBE



7-22

SPANISH TILE

AND PRIMER

100 to 200 square feet per gallon, and Cementhide Finishing Coats will cover from 200 to 450 square feet per gallon, depending upon type of surface involved.

Brick buildings, while less susceptible to weather effects, still very often require protection for economic purposes. At times trapped moisture frozen into the body of a structure causes disintegration at the mortar joints. After the joints are properly repaired, Cementhide is an ideal product to prevent further disintegration.



Cementhide is designed to produce a satisfactory finish on exterior upright surfaces of concrete, brick, cement and stucco. It possesses maximum waterproofing properties and the finished Cementhide job will present a pleasing, uniform appearance throughout its life.

Directions

STIR Contents Thoroughly from the Bottom. Surface must be clean and dry. Remove all dirt and loose particles with scraper, wire brush or sandblasting if necessary. Paint only in dry weather with mild temperature.

PRIMING COAT—New or Old Work or over Old "Cold Water Paint" Jobs that have been thoroughly wire brushed. Cementhide Primer reduced with not to exceed 1½ pints of Leptyne, Turpentine or painter's Naphtha to the gallon of Primer. Tint Primer to approximate shade of finishing coat with Pittsburgh Fluid Oil Colors.

FINISHING COAT—Cementhide of color selected reduced with not to exceed 1½ pints of Leptyne, Turpentine or painter's Naphtha to the gallon of paint.

Three coats are always preferable on outside painting of new work, and if specified, the Finishing Coat direction above should be repeated for third coat.

When repainting over old oil paint which is still in fair condition, FINISHING COAT directions above will produce a satisfactory one coat job.



Successful painting requires the use of a proper brush.

USE A GOLD STRIPE BRUSH

